The Confluence

Newsletter of the Special Libraries Association - Pittsburgh Chapter

President's Message: Before Summer is Over… Perhaps You Should Consider Taking a Plunge – Rachel Callison

I hope this issue of the *Confluence* finds all of you well and enjoying the last vestige of summer. Some of our new members may not be aware, but due to the inevitable scheduling conflicts involving summer vacations, our Chapter programs & activities take a brief hiatus from June (after Annual Conference) until the end of August. However - as you are reading this - the second half of the 2007 Chapter year is officially underway. Having also reached the half way point in my term as Chapter president, I can report that it's been akin to an icy-cold beverage on a hot-humid day; stimulating, satisfying…and rapidly disappearing.

Thinking about cold drinks and the heat of summer reminds me of a television commercial from several years ago. In the ad, overheated people drink a 'certain' beverage that, in turn, causes them to fall backwards into a pool of cool water. The message: doesn't it feel fantastic to "take the plunge?"™ *(1)*

Jumping into cold water may not be everyone's idea of a great thing to do, even if it is a sweltering day. Maybe it seems too daunting. Perhaps there's some worry of getting 'waterlogged'. Deciding to take a plunge might depend on curiosity, faith or just being a little bit crazy. Regardless of the reason, the result can be quite invigorating. Dipping one's toe in at first is a valid way to 'test' the water, but the best way to get acclimated quickly is just to jump right in. Afraid you may be entering the deep end? Not feeling like a particularly strong swimmer yet? Flotation devices are available to assist with your buoyancy. Once you get in the water, you'll begin to relax and realize that you're able to float around on your own. Off come those floaties, no more clinging to that raft. Because the more one plunges, the more experienced they become and the easier it gets. Competencies and endurance increase and you likely discover that taking plunges is a blast.

Opportunities to immerse oneself in the various 'bodies of water' that make up SLA are plentiful. Remember, lifeguards ARE on duty. Here are a few of the ways you can plunge into our own local swimming hole right now:

* Write articles and contribute news items or member & workplace profiles for *The Confluence*

* Join a Committee Team or Volunteer to be a Team Lead

* Explore, learn and use new technologies by collaborating on Chapter projects

* Attend Chapter programs to hear about new approaches to our work as information professionals, catch up with old friends and meet new colleagues

* Nominate your colleagues, or yourself, in November to serve as 2008 Chapter officers: President-Elect, Treasurer and (1) Director.

* Help plan our Chapter's 85th Year Celebration.

Please contact me callison@sei.cmu.edu or Amy Watson amywatson@ppg.com to plunge into these or other Chapter activities.

In closing, I entreat you with an apropos line from one of my (many) favorite films *O' Brother Where Art Thou* ---- ***"C'mon in guys…the water is fine."***

(1)An updated version can be found on YouTube: www.youtube.com/watch?v=a3Dtzfed5 and a free, product-related game, "Plunge & Play", can be found here: http://www.plungeandplay.com/game/ hint: use the ← → ↑ ↓ keys to play…and you'll want to remember to avoid the blowfish.

Conference 2007 - President's Highlights from Denver ~ Rachel Callison

* ***Hearing Lynn Berard give her speech as candidate for 2008 SLA President-Elect.*** There was no denying that the Pittsburgh Chapter was 'in the house'; no smattering of polite applause for us - our loud woo-hoos and whistles audibly demonstrated how proud the Chapter is of Lynn. *(Text of Lynn's speech is available both on page 4 Of this newsletter, and on the Chapter website.)* SLA Elections will be held electronically in mid-September 2007, so *PLEASE REMEMBER TO VOTE FOR LYNN.* Before the June Conference, Lynn was invited to give a presentation on her READ (Reference Effort Assessment Data) Research Project to 45 members of the Philadelphia Chapter at their May 2007 program. We plan on having Lynn talk about this research project, and the experience of running for national office, at a future Chapter meeting.
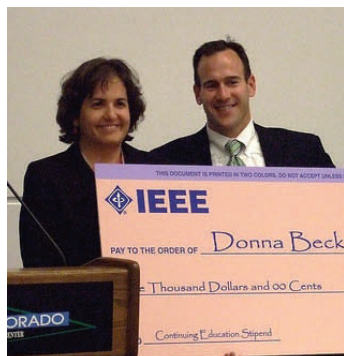
Donna Beck receiving IEEE Continuing Education Award at Engineering Division Luncheon

* **Seeing Donna Beck receive the 2007 IEEE Continuing Education Award, in the form a giant check, at the Engineering Division Business Meeting and Luncheon.** (I kept telling people that I was her 'personal' photographer.)

* **Attending SLA's Student and Academic Affairs Advisory Council (SAAC) Awards Event where Steve Ely, SLA-PSG President, received the 2006 'Creative Use of Electronic Resources' Award on behalf of University of Pittsburgh's Student Group. Donna**

Beck, Lynn Berard, Earl Mounts, Bob Sullivan, and **Amy Watson** were also there to whoop and cheer with me. A 'new' feature at this year's event was a panel made up of three SLA Fellows, who provided excellent career advice to student members. It was quite useful for us mid-career folks, too. The huge, tasty cookies SAAC provided were also a nice touch.

* **Since I recently joined the KM (Knowledge Management) Division, I tried to check out a couple of their programs and meetings.** KM is the 'newest' division of SLA (established in 2006), so this was their 'first official' conference. I was impressed with how well-planned and cohesive their programming and meetings were and look forward to participating in future activities of this division. The KM roundtable breakfast I attended had a large turn-out and a very lively discussion on KM related topics, such as implementation and use of Web 2.0 / Library 2.0 within organizations. I also attended the KM Board Meeting, which I encourage all members to do at least once within your respective divisions, as well as our local chapter. There's no better way to see how the work of SLA gets accomplished. Due to the scheduling conflicts that are endemic to all conferences, I wasn't able to attend a 'ticketed' KM workshop led by Patti Anklam on 'Mapping Networks and Knowledge Flows'. Which was a bummer, because I really enjoyed a presentation she gave at the 2006 conference titled, "Net Work: The New Leadership Challenge". However, one of the great things about our ever 'connected' world is that even if you miss seeing

Steve Ely receiving 2006 'SAAAC Student Group Merit Award for Creative Use of Electronic Resources' from SLA President Rebecca Vargha

something live, you can still find out about it. Read more about her work in Social Network Analysis by going to her website at http://www.byeday.net/patti.htm. And for more info about the goals, structure and mission of the KM Division, see: http://units.sla.org/division/dkm/

* **Appropriately 'bookend-ed' keynote speakers:** **Al Gore** opened up the conference with a very inspirational and 'information professional complimentary' type of speech, which seemed to provide everyone with the kind of energy we'd need to tackle the next couple of days of the conference. **Scott Adams** closed the conference on a slightly more humorous note (yes, believe it or not, Al was also funny) which helped to ease the collective 'back to work' re-entries, not to mention our travel back home.

* **For me, the consistently best part of any conference is having opportunities to talk with colleagues.** Inevitably, I find out more about what is really going on in our profession over lunch or dinner and in the hallways and bathrooms of the convention center. **Amy Watson** planned a wonderful chapter social at Rock Bottom with about 15 of our members attending.

If you missed attending this year's conference, you can view other perspectives via the SLA Conference blog: http://slablogger.typepad.com/sla_blog/

Photos of our chapter members at this year's conference can be found at our flickr site: http://www.flickr.com/photos/slapittsburgh/tags/sla2007/ & more conference photos can be found on flickr, by clicking on the **sla2007** tag.

Conference Tips, Tidbits & Trivia – Brian Steinmetz, Neely Tang, & Amy Watson

* In the "What Do I Do After I Log Off" session with Mary Ellen Bates, we learned to make sure your deliverable is different from anything else your client can get - highlight what you do that is unique. Also, anything that makes your client do extra work is bad - make your deliverables as frictionless as possible.

* In the "How to Convince Your Clients They Desperately Need You" session, also with Mary Ellen Bates, she suggested that you should offer new services every 6 months and title them with the word "Beta"; That way you can drop it after 6 months if your clients aren't using it without any obligation.

* The Linda Hall Library, a print repository in science, engineering & technology, has over 32 miles of shelving. Their recent expansion added 16.5 miles of shelving.

* The University of Auckland Library has over 80,000 e-journals and 300,000 e-books.

* In the "From Wallflower to Active Networker" session, we learned that your conference badge should be worn pinned to the right side of your chest, not on your lanyard. This is for ease of reading (lanyards tend to flip backwards) and for the majority of us is a natural extension of sight line when you offer your hand in greeting.

*It took a team of investigative journalists from the Financial Times two months to uncover the corporate structure of Ikea. For those of you wondering, our Swedish friend is ultimately owned by a Dutch non-profit.

*Did you know to collect company information in Germany, one has to apply in person to each of 37 chambers of commerce throughout the country to receive the information?

*Haven't tried Vertical Searching yet? Give it a try at www.kosmix.com Kosmix helps you discover everything you need to know about a topic by intelligently organizing the best information on the web for the topic.

The "big blue bear" peers into the Denver Convention Center.

*In many Eastern Bloc countries, competitive intelligence is being done by ex-KGB agents.

*Get LinkedIn to network and research. The larger your network, the greater your research reach.

*Meebo is a great IM service that does not require a download to use.

*And no, Al Gore will not be running for president in 2008.

Our Chapter took part in the Idea Showcase at the annual conference. This initiative shared good ideas and best practices among Chapters.

Continuing Education Highlights from SLA

* Over 30 of the sessions at the annual conference in Denver are now available as podcasts (as MP3 files). The list of sessions, abstracts, and print handouts where available, are available at the SLA website here - http://sla.learn.com/learncenter.asp?page=230

* The upcoming free Click U Live! Courses of the month are:
- Develop a Strategic Plan - Available August 15 - September 14
- Financial Basics for Non-Financial Managers - September 15 - October 14
- Building Strong Customer Relationships - October 15 - November 14
- Writing for Publication - November 15 - December 14
More details about these courses can be found at the Click U site - http://sla.learn.com

* Click University has opened its first student library. SLA members have free unrestricted access to the ebrary Leadership & Management collection of nearly 1,000 books and resources. Key areas covered are leadership, entrepreneurship, strategic planning,, management, organizational behavior, personnel management, project management and risk management. For more information, see the Click U website - http://www.sla.org/ebClickU/

President-Elect Candidate's Speech – Lynn Berard

What follows is the text of the speech given by the Pittsburgh Chapter's own Lynn Berard at the SLA Annual Membership Meeting on Tuesday June 5th, in Denver CO.

Thank you Stephen for the introduction. As Stephen said, I'm Lynn Berard and I'm a candidate for President-Elect of your organization.

Welcome:
Good afternoon everyone and thank you for being here – especially considering that there are lots of things to do in Denver while you're still alive. I do hope that you've gotten out and explored this great place – and I'm sure you join me in thanking our Denver hosts for a super conference.

Let me as briefly as I can tell you who I am, by way of giving you two of my central beliefs:
1) I believe that things should work
2) I believe people should have as much fun as possible, even when they are working

Why am I a candidate?

People ask me why I'm running, which is odd because they already seem to know: they ask and then they say that I must be either mildly crazy or wildly crazy, probably the latter.

So let me tell you how I got here:
As you might guess: they asked me, and I said yes

I've had a lot of benefit from this organization, and I'm the sort of person who responds when people - people whose judgment I trust, say it is time to step up to the plate.

I feel the responsibility to pay back some of what I have received.

But, I also have to believe that I can do the job, and having given it a lot of thought I know that I can do this job.

Anecdotes:
Now, you can read about my various kinds of service to SLA in my CV (CV link 1, CV link 2)which is available on-line and I'm not going to bore you by

going through it in fine detail. I've done some service, let's say.
Instead I want to give you a couple of little anecdotes that might illustrate what I have in mind.

The first arose some years ago at an ice-breaking exercise at a board meeting.

We had to tell everybody something about ourselves that they would never guess, something surprising, perhaps even shocking. Those gathered knew each other quite well, so we all thought hard about what to share.

Well, you'll never guess what I told them.

I told them I'd had a recent experience in which I had discovered that I was at least *moderately skillful* with a shotgun. I had been given a gift certificate to a sporting clays facility in Pennsylvania and our guide, a woman, had dubbed me Annie Oakley when I finished the course with a double— Imagine my surprise when I managed to hit both targets as they launched two at once. I was thrilled… and the name Annie Oakley stuck with me for the rest of the day.

A couple of board members did ask me with what may have been concern in their voices if I had brought my guns with me to D.C.

Yah, right, I thought.

So what's the real point …Apart from the pleasant association with Annie Oakley who must have spent some happy times right here in Denver?

The point I'd like to focus on is the fact that I learned something about my ability to keep my eye on the target. That I learned I might just have a talent for staying on target, but more importantly, for hitting a moving target.

Now I see that I may have painted myself into a bit of a corner with my metaphor, because I don't want to suggest that members of SLA are moving targets, although if you allow a bit of leeway, perhaps we are. We have always been changing and developing, but right now we are particularly challenged to understand *who we are* in a time of rapid change.

Am I suggesting we have an identity crisis? Not exactly, although we do have something of an identity issue, a self-definition issue, that requires us to know our roles in an uncertain future.

Which brings me to my 2nd anecdote, about identity:

There is a very funny Peter Sellers movie, that you may know, called *The Party*, in which Sellers plays an Indian mistakenly invited to a big Hollywood party. At one point an irate guest demands of him: Who do you think you are?

Sellers indignantly replies: In India, we do not think who we are, we know who we are!

Well, in SLA these days, I *think* we know who we are.

President-Elect Candidate's Speech - Continued

We're special of course, we're knowledge workers with a specialty, all of us with a keen understanding of just how what we do intersects with the worlds of real work.

We serve all the business, academic, government, public and non-profit centers in the world by finding and providing what people need to make things work, make the economy run, make science possible.

But, as I said, we need to understand who we will be in the future; we need to keep our eyes on the target

Specifically:
We need to aggressively recruit new members. Diversity is our greatest strength and challenge. We must build on that strength.

Make a place for distance education students. As a web-based teacher I have witnessed firsthand how isolated information science web-only degree students are; we need to bring them into the fold.

Let's work on better representation for our international members. We need to focus on supporting our international chapters in creating sustainable infrastructure that works in their

unique environments, while reaching out even further. The world is shrinking, but our association should be growing!

We must engage the Xgen and Ygen knowledge workers AND afford them opportunities to bring their very different workplace expectations to work for SLA. I pledge, if elected, to work on a strategy to assist those rising stars in having a voice at the table. To go one step further, I suggest the creation of a 'cultivating committee' to serve the efforts of the Nominating committee: it is time to build a system for appointing new members to leadership roles.

I Support the current boards' goals and objectives; and would provide continuity in maintaining AND growing the programs and services that the membership says works for them. I am excited by our Click U partnership with the University of Toronto, Faculty of Information Studies and the delivery of continuing education courses for members, to name just one of the many privileges of membership in SLA. It is through synergistic programs just like this that we can expand our knowledge while gaining key partners.

Let us celebrate our 100 years as a team and plan the next 100 years together. Everyone has been buzzing about our profession being named one of the top "7 great careers for 2007" - even Al Gore thinks we're cool! With our centennial celebration just around the corner, lets build on this now.

In closing, let me remind you of my two central beliefs:
I believe that things should work – by that I mean that I will be spending my time trying to make sure that SLA works for you

Secondly, I believe people should have as much fun as possible, even when they are working

Please join me in staying on target.

Thank you!

You are invited to attend the August 22 SLA Click University session described below.

Come to MEDRAD's Heilman Center location in RIDC Park. Presentation materials and light snacks will be provided.

To RSVP, send email to cheil@medrad.com or call Chris Heil at 412-767-2400 x3137.

Click U Live! From http://sla.learn.com/learncenter.asp?mode=show&page=162

Financial Management of Information Projects
22 August 2007 2:00-3:30 p.m. ET
Presenter: John Latham, MSLIS, Director of Information Center, SLA

This Click U Live! Seminar provides tools and strategies for understanding the general principles of financial management of information projects and organizations, and developing methods and techniques for creating, analyzing, and monitoring budgets and financial projections. Find out why financial management is so crucial to the survival of your library or information center. Along the way, pick up tips and techniques for impressing senior management with your management potential.

Targeted Learners
This seminar is designed for librarians and information professionals responsible for managing information projects within a library or information organization. It will be especially relevant to individuals seeking to move into senior management positions.

Critical Learning Questions
Why do I need to understand budgets and accounts?
How do I convince management of the value of the info center?
Why does it matter what a great service costs?
Why is management closing info centers?
Why shouldn't I have to worry about outsourcing?

LIBRARY
PROFILE
Medrad Information Center ~ Chris Heil

If 501(k), AEM, FDG, GPO (not the printers), OFI, PMA, QSR, SNR, TUV, VOC and XDS are in your vocabulary, you'll feel right at home at MEDRAD. If those abbreviations don't ring a bell, you'll be glad to know the Information Center has an acronym list ready for you.

MEDRAD
Performance. For life.™

MEDRAD is a leading manufacturer and distributor of high tech medical devices that enable or enhance diagnostic and therapeutic medical procedures for computed tomography, magnetic resonance, and cardiovascular applications. The company was founded in 1964, when M. Stephen Heilman, M.D. created the first flow-controlled, angiographic power injector in the kitchen of his home near Pittsburgh. An emergency room physician by day, "Doc" saw tremendous potential in angiography, a revolutionary X-ray technology that made it possible to visualize blood vessels inside the body. Doc's invention was the first in a long list of MEDRAD innovations, which include the first injector technology for computed tomography (CT) and magnetic resonance (MR) imaging, and more recently, products used in cardiology, MR coils and MR patient care. These products and innovative techniques used in therapeutic procedures will ensure that MEDRAD continues to deliver "Performance. For life."

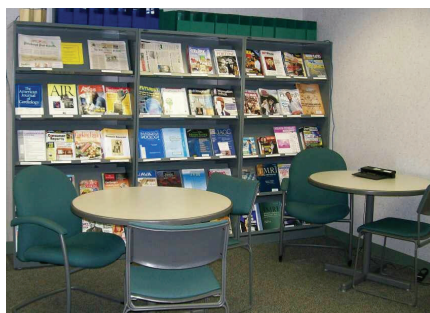MEDRAD's Information Center was created in September 1996 at the direction of Michael Howard, former MEDRAD Chief Financial Officer and then Senior Vice President of Finance and Admini-stration. Mike understood the value of making information and resources available to employees in all departments at MEDRAD. He proposed an experiment with 3 major objectives:

* Provide information resources and services to MEDRAD employees and other stakeholders
* Expand employees' capabilities
* Facilitate information sharing throughout MEDRAD

The Information Center started in an almost empty room with a desk, a chair, a 3-shelf bookcase holding donated training materials, and a part-time library consultant. MEDRAD had about 800 employees worldwide. Today, the Info Center is in the same room, but a lot has changed since 1996.

MEDRAD has doubled its revenue and number of employees, expanded medical device manufacturing to new sites in the U.S., Australia and China and added two new business units in the past eleven years. Fortunately, the Information Center operation has also grown: we now have two full time staff and our budget has more than doubled since 1996. We are part of the Information Technology department, and report directly to MEDRAD's CIO. This is an excellent spot for an operation whose efficiency depends in large part on corporate network and Internet availability.

MEDRAD's Info Center now has three locations in the Pittsburgh area:

Journal display and reading area in the Indianola Info Center

* Indianola, location of the strategic business units for CT, MR and CV (cardiovascular), Innovations (R&D), a sterile disposable manufacturing plant and warehouse/shipping operation
* RIDC Park, site of our electrome-chanical manufacturing plant and mul-tivendor service operation
* Warrendale, site of MEDRAD's new Global Center, which houses the corporate offices, administrative services, corporate compliance, operations and global field organization managers.

Stacks and reading area in the Heilman Center/ RIDC Park Info Center

The Info Centers at RIDC Park and Warrendale are small spaces, about 200 square feet each, with "reading areas" (our euphemism for chairs and/ or a table), facility-specific print collections, desktop PCs and other equipment for employees to use or borrow. The Info Center in Indianola, which is about 320 square feet, houses the main print and audiovisual collections (approximately 4500 titles), offers 4 workstations, printers and a scanner for customer use and a larger reading area (*two* tables, more chairs). A fourth small Info Center will open in November at MEDRAD's new sterile disposables manufacturing plant in Saxonburg, Butler County. Our book collections cover business processes, computer applications, medical imaging applications, engineering references,

Medrad Information Center Profile Continued ~ Chris Heil

quality systems, and travel. We plan to expand our limited collection of audio books, which are popular among our commuters and business travelers. We do not have any special collections, although our collection of loaner equipment might qualify. We offer portable data projectors, digital cameras, travel adapters, MP3 and CD players, headphones, digital recorders, and a mobile training cart with 13 laptops that employees may borrow. Most resources are barcoded to facilitate circulation and inventory.

MEDRAD employees can access more than 500 medical eJournals and numerous online databases, including Dialog, DataStar, Market Research.com, MicroPatent, the U.S. and Japanese Pharmacopoeia, thanks to global contracts offered via our parent company. Our Info Center subscribes directly to LexisNexis, Knovel Engineering Resources, Dun & Bradstreet reporting service, SkyMinder/CRIBIS service for international reports, IHS Specs & Standards and ILI Standard Infobase. We coordinate corporate group subscriptions to several medical device industry-specific publications and to the corporate *Wall Street Journal* online, to lower costs for our customers. We also have an agreement with Guideline, formerly Teltech Research, to provide in-depth research and access to subject area expertise for special projects. Our SharePoint Intranet site is our customers' access point to all of these online resources.

All of the Information Centers are open 24/7. Our two-member professional staff rotates among the Centers from Monday through Friday during regular work hours. We support all of MEDRAD's local, U.S. field-based and international employees, now about 1600 people. However, more than 90% of our requests come from Pitts-

Part of the audio-visual collection (and new book display) in the Indianola Info Center

burgh-area employees. A definite OFI (opportunity for improvement) exists to increase support to employees outside the Pittsburgh area. The Info Center provides traditional library services: reference, secondary research, collection maintenance, publication ordering including reprints/eprints, and instruction in use of online resources. We also proctor tests for employees enrolled in distance learning programs. We route fewer than 10 print journals and newsletters, instead we use our Intranet site and email to notify staff of the latest *Harvard Business Review* articles and updated industry standards. We use MEDRAD's biweekly corporate newsletter to announce the newest additions to the Info Center's collections and training on new online services.

The Info Center uses Softlink's Liberty3 library automation system for our OPAC. We subscribe to the ASP (application service provider) model, which means the OPAC is accessible via the Internet. To take a look, follow this link to our home page and click on OPAC Search. Liberty3 also includes modules for circulation, serials, acquisitions and interlibrary loan. We use Front Range Solution's ITSM (IT Service Management) application to track information requests from our customers, because that application is used by MEDRAD's IT Department. Our customer satisfaction metrics are reported monthly; our current objective is to achieve 80% "Top Box" ratings from all customers surveyed. (So far, so good!)

I think readers might agree that our profession thrives on establishing and maintaining good relationships. Those

relationships may be with our internal customers and corporate support teams, or external organizations, such as a parent company, vendors and associations. A group of knowledgeable MEDRAD colleagues agreed to serve on a steering committee to help guide the formation of our new Info Center back in 1996. The good folks at The Carnegie Library of Pittsburgh and eiNetwork save us time and expense on a monthly basis. MEDRAD's new parent company, Bayer Schering Pharmaceuticals, part of Bayer AG, has continued the collaboration we came to value from our previous parent company. We thank Betsy Schlueter at Bayer Material Sciences in Pittsburgh for her efforts to evaluate resource sharing opportunities. Professional associations are valuable sources of information and learning opportunities, especially the Special Libraries Association, and the local Pittsburgh Chapter members have been very supportive, inspiring colleagues.

MEDRAD's Information Center staff members are Laurie Burdett, Information Specialist, who maintains the

New book display in Indianola Info Center

SharePoint Intranet site, Liberty3 system and performs all technical processing, and Chris Heil, Info Center Manager, who administers vendor contracts, purchasing and other management tasks. We both process research requests and conduct training. If we may answer any questions about MEDRAD or the resources cited in this article, please send email to infocenter@medrad.com or call 412-767-2400 x4636.

ⓘ Info Center

## April Event – "Emerging Ideas & Technologies in Search" – Elaine Zelmanov

On April 12, thirty-seven members, guests, and students attended the chapter meeting at Vivísimo in Squirrel Hill, followed by dinner at the Silk Elephant. Yan Yu and Chris Heil walked away with door prizes and Safari Books Online sponsored dessert. The outstanding turnout was the highest for chapter meetings in recent years and reflects the growing interest of librarians and information professionals in the enterprise search industry. Vivísimo CEO Raul Valdes-Perez spoke to the crowd inside Vivísimo's open-air office about "Emerging Ideas and Technologies in Search."

Vivísimo was founded in 2000 by three Carnegie Mellon University scientists who decided to tackle the problem of information overload in web search. Rather than focusing just on search engine result ranking, they realized that grouping results into topics, or "clustering," made for better search and discovery. Clustering was the company's founding technology but it has since expanded its offering to search engines for the enterprise and a powerful federated search tool.

Mr. Valdes-Perez discussed how the approach to information discovery is changing. Search has matured from simple interfaces with long lists of search results to sophisticated representations of structured and unstructured data in complex search environments. Particularly for the enterprise, Mr. Valdes-Perez contends, a one-size-fits-all approach fails to capture the unique search challenges businesses and organization face. Whether it is displaying high-value content in a customized way, navigating structured data (like emails and spreadsheets), or implementing content-level security for searchable databases and documents, we are on our way to searching less and finding more.

Looking toward the future, Mr. Valdes-Perez highlights several emerging trends in the enterprise search market.
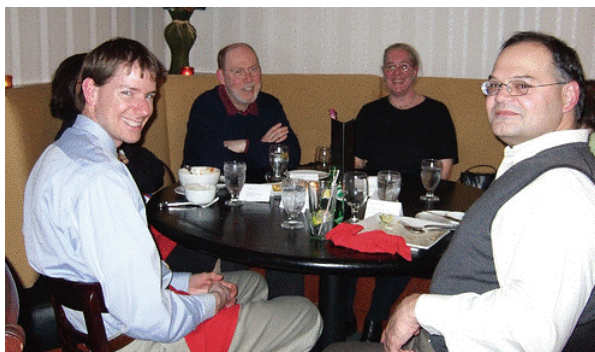
(L-R) Brian Steinmetz, Bob Sullivan, Alice Bright, and Raul Valdes-Perez enjoy dinner at the Silk Elephant

Businesses may soon follow the lead of web search and turn toward search personalization, social tagging, and other collaborative technologies. For organizations that need access to many different kinds of sources and databases, unified navigation of semi-structured data is also becoming crucial. Providing users with access to all manner of content within one easy-to-understand interface is paramount for successful and efficient information discovery. These challenges and more are the new future of search.

Upcoming Programs at the Downtown & Business Branch of the Carnegie Library of Pittsburgh:

Thursday Noontime Business Program Series
12:15 - 1:00 PM

* Cornerstones of Basic Investing - Aug. 23
* Job Search Update: Everything You Need to Know NOW About
Conducting an Effective Job Search - Aug. 30
* It's Time… To Take Control of Your Life - Sept. 6
* Be the Best in the World at What You Do… Or Quit! - Sept. 13
* Discrimination in the Workplace: What are My Rights and Remedies? - Sept. 20
* Duties and Responsibilities of Executors and Trustees - Sept. 27
* Overcome Your Fears About Writing - Oct. 4
* Humor in the Workplace - Oct. 11
* Leadership: Everything Else You Need to Know - Oct. 18
* How to Make Your Voice Work for You - Oct. 25

Live Online Workshops Offered by Palinet

* Business & News Resources on the Web - Aug. 23 & 24
* Creating Your Next Generation Library Website - Aug. 27, 29 & 30; Nov. 27, 29 & 30
* Emerging Technologies for Library Managers - Sept. 12 & 14; Nov. 6 & 8
* Incorporating a Wiki into Your Library Website - Sept. 17; Nov. 2
* RSS and Other Internet Feeds in the Library - Sept. 19; Nov. 15
* Now That You've Found It, What Do You Do With It? - Sept. 25; Nov. 19
* Advanced Google: Tools for the Reference Desk - Oct. 11; Dec. 4
* Federated Searching: Requirements, Technology, Product Functionality - Oct. 19; Dec. 13
* My Top 8 - How MySpace Can Benefit Your Library - Oct. 22
* Yes, You Are Talking to a Real Person - Nov. 7 & 9
* Web Publishing with Style - Nov. 12 & 14
* Flickr for Libraries - Nov. 13
* Interpreting Usage Statistics - Dec. 3, 5 & 7

May Event ~ "Do You Have an Elevator Speech?"

On May 15, approximately 20 Chapter members braved the highway construction and met in Oakmont to work on their pre-conference elevator speeches. It was an informal gathering, and Amy Watson led the session, based loosely on one given at this year's SLA Leadership Conference in Reno. Ebsco was kind enough to sponsor the meeting's door prizes, and Yan Yu and Brian Steinmetz both went home with oversized chocolate bars, while Nancy Alstadt and Bob Sullivan were the big winners, with $50 gift certificates to Abruzzi's and the Sewickley Spa, respectively.

Amy started the session emphasizing the importance of a quick, concise and unique marketing statement. The point of an elevator speech is to let your audience know what makes you, or whatever you are marketing, unique. When you are given a short period of time to market, your message needs to

be that much more – unique, memorable, and concise. The first step in constructing a speech is to determine who the speech is for – like a great cover letter your speech should be varied for your target audience. This part of the process doesn't necessarily need to be vocalized, but it sets the foundation for the rest of your personalized speech. What do you know about your audience? What do they know about you? What would make this person interested in you or the service that you are marketing?

The next step in formulating your speech may seem to be the simplest – determine what you are marketing. What is your deliverable? What is the message that you are trying to send? What makes either you, or your product, better than the competition? Determine exactly what it is that you are going to talk about in your short speech, and then tell your audience

why they should choose you/it. What can you, or your product, do to make their job easier? What have you done for others in similar situations? This is your key selling point – MAKE IT GOOD!! Take what you have and tell your audience why it is better than everyone else. Toot your own horn!

A speech, like an elevator ride, must come to an end. How do you want to end this brief interaction? Again, this part of your speech does not need to be vocalized, but have an idea of the sort of closure that you would like in advance. A simple handshake or an exchange of business cards, perhaps? Would you like to schedule a future meeting, or an email follow-up?

In summary, there are five basic steps to formulating a concise elevator speech – 1) Keep your audience in mind, 2) What are you marketing? 3) What can it do? 4) Why is it better? And 5) wrap up the conversation.

Chapter Member News

Lareese Hall (Student Member) was profiled in the March 2007 issue of the Pittsburgh Technology Council's *TEQ Magazine*. The profile can be viewed online here: http://news.pghtech.org/teq/teqstory.cfm?ID=1673 Congratulations Lareese!

Lynn Berard's (CMU) in-depth SLA Presidential Candidate profile can be found in the August 2007 issue of *Information Outlook*. Check it out, and don't forget to vote in the upcoming elections. GOOD LUCK LYNN!!

 John Fudrow (CMU) & **Rachel Callison** (SEI) co-facilitated a discussion about Web 2.0 technologies at the Spring 2007 WPWVC-ACRL Program Meeting on June 1. Their talk was titled 'Flickring, Digging and being LinkedIn: What's Del.icio.us about Web 2.0?' and related information can be found here : http://www.library.duq.edu/wpwvcacrl/ & here http://deliciousweb2.wordpress.com/ Nice going John & Rachel!

Eve Wider (Pitt) is now the Head Librarian of both the Katz Graduate School of Business Library and the Graduate School of Public and International Affairs/Economics Library at the University of Pittsburgh. Congratulations Eve!

Roye Werner (CMU) has recently been appointed to succeed Adele Barsh as the Business and Economics Librarian at Carnegie Mellon University. Congratulations Roye!

Congratulations again to **Donna Beck** (CMU) for winning the *2007 IEEE Continuing Education Stipend* and the **SLA-PSG** (Student Group at Pitt) for receiving the *2007 SAAAC Student Group Merit Award for Creative Use of Electronic Resources* at this year's annual conference. The student group was recognized for their use of their blog, which can be read here: http://www.quaintstacks.org/SLAPSG/ Photos of both awards are included in this issue on page 2.

Elaine Zelmanov has left her position at Vivisimo in order to work on the campaign to elect Patrick Dowd to City Council District 7. Good luck Elaine!

BOARD MEMBER PROFILE

Name: G. Lynn Berard
Role on Board/Committee: Networking & Mentoring Chair
Education: Master of Library Science (A.M.L.S.), June 1985, The University of Michigan Bachelor of Science, in Library Science, Literature, and Drama for the Young, 1979 Eastern Michigan University
Employment: Principal Librarian, Engineering & Science Libraries, Carnegie Mellon
Member of SLA Since: 1984
First Library Job: Computer Science Librarian, Carnegie Mellon
Favorite Part of Being an Information Professional: You get to learn new things everyday
Least Favorite Part of My Job: dealing with self-involved colleagues
Being a Member of SLA has Helped Me: Do everything; from obtaining documents for my clients to trying out a leadership role among friends.
Family: My hubby Alan Kennedy, stepsons Ayus and Angus, and my son Jeremiah Tinsley.
Pets: Kate, a 10 year-old Springer Spaniel and CoCo, a 2 1/2 year –old English Setter (both liver & white).
Hobbies: Too many….traveling, golfing, shooting, fly fishing, gardening, canoeing, photography…..
Last Book Read: *Andrew Carnegie* by David Nasir. He might be dead but he's still my boss…
Favorite Vacation Spot: Italy….ah, Venice.
Four Things I Never Leave the House Without: my purse, lipgloss, stilettos, and a positive outlook.
Favorite Movie: Tie between French Kiss and Shakespeare in Love
Three Words to Describe Me: optimistic, caring, loyal
Spot in Pittsburgh I Take Out of Town Visitors to: Ohiopyle Park and up the Incline! (….and back down of course)

CHAPTER MEMBER PROFILE

Name: Brian Steinmetz
Education: BBA Ohio University and MLS University of Pittsburgh
Employment: Information Specialist, NOVA Chemicals
Member of SLA Since: 1999
First Library Job: Research Associate at the University of Cincinnati
Favorite Part of Being an Information Professional: Helping others while using my acquired skills
Least Favorite Part of My Job: Paying invoices
Being a Member of SLA has Helped Me: Grow professionally and find employment
Family/Pets: Do houseplants count?
Hobbies: Martial arts, gardening, World War II history
Last Book Read: *Running Blind* by Lee Child
Favorite Vacation Spot: Cabo San Lucas, Mexico
Four Things I Never Leave the House Without: cell phone, watch, Ipod, gum
Favorite Movie: Shawshank Redemption
Three Words to Describe Me: organized, easy going, helpful
Spot in Pittsburgh I Take Out of Town Visitors to: Strip District

---

Mark Your Calendars!

22nd Annual AIIP Conference
([Association of Independent Information Professionals](#))
April 30 to May 4, 2008
Pittsburgh Renaissance Hotel
Converge - Connect - Communicate

The 2008 Conference will focus on the important challenge of helping AIIP members grow their businesses, particularly through working with other service/product providers.

BOARD MEMBER PROFILE

Name: Tim Gaus
Role on Board/Committee: Public Relations Chair
Education: BA, Sociology, Pitt 1983; MLS, Pitt 1991
Employment: Mgr., Library Services – HJ Heinz Co.
Member of SLA Since: 1990
First Library Job: put together and administered a textbook library for Pitt's School of Education in 1990
Favorite Part of Being an Information Professional: retrieving information quickly for users who had no expectation of finding it no matter how much they would search
Least Favorite Part of My Job: the other users who don't realize that we're professionals
Being a Member of SLA has Helped Me: stay connected to colleagues and find great jobs!
Family/Pets: Wife Judy, daughter Ellen (14) and son Peter (11)
Hobbies: Running, home remodeling (the latter sometimes by choice, sometimes by necessity) – no time for anything else!
Last Book Read: *Assault on Reason*
Favorite Vacation Spot: Outer Banks, NC
Four Things I Never Leave the House Without (items 1 & 4 do not apply for leaving for work): one or two children, a sense of humor, my debit card, wondering what I didn't turn off when I left the house
Favorite Movie: anything with Peter Sellers
Three Words to Describe Me: Introverted, thoughtful (hopefully), impatient (too often)
Spot in Pittsburgh I Take Out of Town Visitors to: Church Brew Works in Lawrenceville

Web Recommendation ~ Learning 2.0 ~ Amy Watson

The Public Library of Charlotte & Mecklenburg County set up a blog as part of a Learning 2.0 project. Meant to encourage exploration of Web 2.0 technologies, it provided the staff with the tools to do this self directed training, and since it is available publicly on the web, we can benefit from it as well.

The blog - Learning 2.0 (http://plcmcl2-things.blogspot.com/) was loosely based on the February 2006 article by Stephen Abram in *Information Outlook* entitled "43 Things I Might Want to Do This Year." Instead of 43 things, Learning 2.0 takes almost half that many and divides 23 steps into a 9 week pro-

gram. From a basic introduction, those who choose to "play" along will learn about blogging, images, RSS feeds, tagging, folksonomies, wikis and podcasts, as well as other associated technologies.

While we aren't eligible for the tangible rewards offered to the PLCMC employees who worked through the program (MP3 players were offered as staff incentives), I've found this to be a great learning tool to become familiar with more Web 2.0 resources. I encourage you to take some time and work through this fun and interesting project as well!

Upcoming Chapter Events

We're still working on the details but this fall we've got great things in the works! Hope to see you often!

* The Chapter's 85th Anniversary Celebration with special guest SLA President Rebecca Vargha

* The Fall Professional Development Event

* Annual Student Pizza Party

* Holiday Social and Annual Business Meeting

The Maryland Chapter of the Special Libraries Association is proud to present:

Technology Day 2007: Working in a Virtual World

When: Thursday, October 4th (8:30 AM - 4:15 PM)

Where: Kossiakoff Center, Johns Hopkins University Applied Physics Laboratory, Laurel, Maryland

Preliminary information: http://units.sla.org/chapter/cmd/events/techday.htm

This just in.... Gary Price is to be our keynote speaker!

As you can see, the program is still being finalized, but session topics include: web security... government information digitization project updates… Visualization of information…tips and pointers for using bibliographic tools… and more.

There will be vendor exhibits, vendor updates, tech talks, and plenty of opportunities to share and network with colleagues.

* If you weren't able to attend a major conference in the past 6 months, this is your chance to catch up.
* If you did attend a conference in the past 6 months, this is your chance to clarify and update what you * think* you know.

This is a small venue, with seats for only 300 attendees. This guarantees a collegial, collaborative sharing environment. But it also means that when the preliminary program hits the streets at the end of July, you better act fast to get yourself a seat.

Save the date! October 4th.
Look for our announcements and preliminary program at the end of July.
Event details will be posted on the web site:
http://units.sla.org/chapter/cmd/events/techday.htm
PayPal will be a payment option.

Welcome New Chapter Members!

April 2007

Jeffrey Federoff
Kate Joranson
Bryan Kasik
Christine Miller
Jamie Yoder

May 2007

Tammy Garrison
Teresa May
Maureen Meueller
Gail Stebbins

June 2007

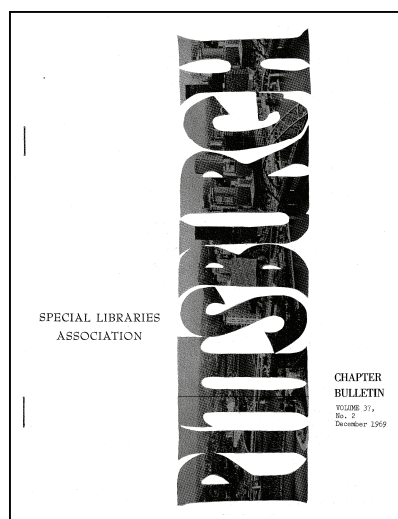Greogory Carter

July 2007

Kim Deniker
Jennifer Mazzu

On The (Back) Cover ~ Amy Watson

SPECIAL LIBRARIES
ASSOCIATION

CHAPTER
BULLETIN
VOLUME 37,
No. 2
December 1969

The above cover is from Volume 37, Number 2 of the
Chapter Bulletin, originally
published in December of
1969.

The President's Message, written by Mary J. Volk reads: "In
this issue of the Bulletin you
will find reports on several
matters of importance to
Association members. While
the questions of membership
qualifications, a name change,
and dues structure have been
raised many times before,
their importance is not lessened by their familiarity.
These are things that go to
the heart of the association
structure and they deserve
our best thought. Please read
this issue of the Bulletin carefully, think about the proposals, and be prepared to express your opinion at the
January meeting. **Once
more let me say that if
you don't vote, you are
not entitled to complain about the results…"**

The emphasis on that
last part is mine - and
as Chapter President-
Elect, I'm going to take
advantage of also being
the Bulletin Editor to
change the format of
this column and get on
a soapbox for a minute.
If you don't vote - or if
you don't volunteer -
you are not entitled to
complain about the
results. These are
strong words, and echo
back to the 1960's for our
Chapter. While in this case
the topics are slightly different, I want to take the time to
bring up three points:

1. We are incredibly fortunate as a Chapter to call Lynn
Berard, current candidate for
SLA President-Elect, a member. Lynn is more than just a
member, she has held a wide
variety of offices since joining
SLA in the 80's. Lynn is a
mentor and a friend to many,
and if she isn't either of those
to you yet, she probably just
hasn't met you. Lynn has
great ideas for our association, as you can see from her
speech on pages 4 & 5.
When election time comes
around, I strongly encourage
you to support a fellow Chapter member and vote.

2. As incoming President, I
have spent a significant
amount of time obsessing
about who I am going to rely
on as fellow board members.
I've heard rumors (and truths)
that there are going to be
several open positions next
year, and I would like to take
this time to encourage you to
seriously think about volunteering as a Chapter Chair.
Or better yet - we have three
elected positions coming open
in 2008 - please think seriously about running for President-Elect, Treasurer, or Director. If you have any concerns about volunteering or
running for office - please
don't hesitate to give me a call
- I can tell you wholeheartedly
how rewarding it is.

3. Some of you have heard
me say this again and again -
we have a fantastic chapter full
of amazing people, who do
astounding things. You know
what? We don't recognize
each other nearly enough for
it. Our Chapter has traditionally given a variety of six different recognition awards
every year. I strongly encourage you to sit for a minute
and think about a fellow librarian who has done something great this year. And
then let our Awards Chair
Ange Pollis know about it. It's
time to pat each other on the
back and tell each other "job
well done!" (For more info
on the awards, see Page 1 of
the Fall 2006 issue of The
Confluence.)

Next issue, I promise - no
soapbox from me!

SLA
Connecting People
and Information